

The Tracy Biller Newsletter

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Dave Ramsey gives good advice about Network Marketing! by Tracy Biller – Network Marketing’s #1 Trainer

Dear Network Marketer,

I’m assuming you’ve heard of Dave Ramsey. Perhaps you’ve read his columns, or read one of his books, or heard him on the radio, or seen him on television. Ramsey’s a nationally syndicated radio talk-show host, a best-selling author, and one of the nation’s most respect advisors on financial issues. His life experience gives him an unusually deep perspective and insight into life and money matters.

Dave Ramsey recently published a “Q&A” article that featured a question about network marketing. I found the article at the WorldNetDaily web site (www.wnd.com/money).

Much of what Dave writes falls right in line with what is taught on the Ultimate Success CDs.

I’ve featured the article below, with both the question that was asked, and Dave’s reply.

Within Dave’s reply I have added my own comments in **RED**.

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Multi-level operations: Good or bad?

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Dear Dave,

I've been approached about becoming part of a telecom business opportunity that some of my friends say is a multi-level operation. I've heard good and bad things about these companies, but I'm still not sure what they are or how they work. Could you explain?

Brent

Dave's reply . . .

Dear Brent,

If you recruit people and get paid on the basis of what they [produce], then you're talking about a multi-level operation. These companies have both good and bad reputations that have been well-earned.

TRACY'S COMMENT: Recruiting other people and earning an override royalty commission and/or bonus on their sales volume (what they produce) is the very essence of network marketing. The more people you recruit, and the more people they recruit and so on, and the more sales volume all of those people produce, the more money you can earn.

Regarding network marketing companies having good and bad reputations – yes, this is true. However, the same thing can be said about every industry, as well as public schools, colleges and universities, financial consultants, stock brokers, home builders, shoes, boats, golf clubs, televisions, pizza, etc.

(RAMSEY) Basically, you're not going to be paid for being in the telecom business, you're going to be paid for recruiting and motivating large numbers of people who will go out and recruit other people themselves.

TRACY'S COMMENT: Not long ago I was speaking to a failing network marketer (although he thought he knew everything and anything about the industry). He said he'd been in the industry ten years, with his largest downline topping out at a paltry 200 people. He had never heard the Ultimate Success CDs, was considering buying them, and had called to ask a few questions.

I asked him, "What is your real job, as you certainly haven't made enough money in network marketing to support your family?"

He answered, "I own a mortgage business."

I asked, "Are you a broker?" He said no.

I asked, "Are you an underwriter?" He said no.

So I asked, "Exactly what is it that you do within the mortgage industry?"

He answered, "I'm an 'associate' with [name of company]. It's a MLM company that provides mortgages for people who can't get mortgages through traditional sources."

I explained to him, "The truth is, that you do NOT own a mortgage business, and to tell people you do is a bald faced lie. You're a sales representative for [name of company]. Your job is to market your company's service (providing mortgages), and to recruit others to do the same. Do you or do you not earn a commission on the sales volume produced by your downline associates?"

He said, "Yes, I do."

"Well then," I replied, "You'd better learn how to do that, or you'll continue to fail in network marketing, just as you've failed over the past ten years."

He bought the CDs. If he listens to them, retains the information, and correctly applies what he learned on a consistent and daily basis, then he'll succeed.

If he doesn't, then he'll fail.

(RAMSEY) You may make a little bit [of money] by actually selling the company's products and services, but most of the money will come from your building a sales force which then builds a sales force, *ad infinitum*.

TRACY'S COMMENT: The information on my "Sales Volume CD" is critically important to your succeeding in network marketing. Many people have built large downlines but have earned little money, because the downline produced little or no sales volume. If you build a large downline AND that downline produces lots of sales volume, then you'll make a lot of money.

(RAMSEY) You could make good money if you have the talent and ability to [recruit] and train lots of people over a long period of time, assuming you got in early when the pool of potential new hires was still big.

TRACY'S COMMENT: Mr. Ramsey is 100% correct with the first part of his sentence.

The bottom line is that either you have the talent [skills, strategies, tactics] recruit lots of people, or your don't. If you do, then you'll succeed. If you don't, then you'll fail.

Regarding training your downline . . . the surest, most productive, most powerful, and most duplicable way to train your downline is with the Ultimate Success CDs. If you haven't already, be sure to read my free ebook "TRAINING FOR SUCCESS". Click on the link to read it:

www.ultimatesuccesscds.com/training/Training_For_Success.pdf

Regarding Mr. Ramsey suggesting you "get in early", there's two schools of thought regarding the "timing" of when to get involved with a company. I did a Super Training Call on this subject that's featured on the "Super Training Calls on MP3s" CD. It's simply a matter of personal preference.

If you like the idea of “getting in early”, and if you’re able to pitch the newness and getting-in-early potential, then by all means go for it. Personally, I prefer “getting in early”, but that’s just me. There are many in the industry who believe that one should become involved with an older, established company because it will lesson the risk. Both beliefs are correct. You simply must go with what you believe is best for you.

(RAMSEY) The bad thing is that these operations take on a cult-like level of devotion and enthusiasm. People dive in headfirst, and before you know it they sound like cheerleaders and look at everyone in their lives as potential recruits.

TRACY’S COMMENT: Wow! Ramsey again hits the nail on the head.

I’ve seen it time and time again. A person gets into network marketing, and they fall in LUST with their company.

They go to the meetings, they’re on all the calls, they attend the convention. They salute the company’s flag, sing the company’s song, cheer the company’s song.

They’ll take a bullet for the company!

BUT . . . all the while they fail to acquire the knowledge and skills to actually succeed in network marketing.

Oh . . . but how they feel GOOD about being a part of the company. They pat themselves on the back each day about how smart they are for signing up. They get constant praise and acknowledgement from the sponsor and upline for being part of the “team”.

BUT . . . all the while they waste money and time, because they don’t have the knowledge and skills required to actually succeed in network marketing.

(RAMSEY) And remember, each succeeding level has to be bigger than the one above it in order for anyone to come out ahead.

(RAMSEY) Some folks get so cranked up over the company, that they start

"exaggerating" the possibilities. Sorry, but you're not going to work a couple of hours a day and make \$100,000 a year! If you make six or seven figures a year, it'll be because you worked your tail off and brought in a bunch of bodies.

TRACY'S COMMENT: I both agree and disagree with Mr. Ramsey's comments in his last paragraph.

For the majority of network marketers, they are not going to make \$100K a year no matter how many hours a day they work. Heck, they're not even going to make \$10K a year! And the reason is because the overwhelming majority of network marketers will NOT acquire the knowledge or skills necessary to succeed quickly in network marketing.

THE FACT IS . . . a very small percentage of network marketers know how to "play the game" of network marketing, and the ones who do work just a few hours a day and make six-figure annual incomes.

I'm one of them, as is Joe Herlihy. If you haven't already, you should listen to and read "Part #1 of the Herlihy Letters", which is available at my web site. You'll learn how Herlihy signed up 30 people in a month, and 200 people in nine months. The audio and newsletter are both at my web site.

You too, can learn to "play the game" of network marketing, and make lots of money. It's all on the Ultimate Success CDs. You need to know WHO to recruit, you need to know HOW to recruit them, you need to know how to TRAIN and LEAD them, and you need to know how to PERSUADE, and you need to know how to effectively COMMUNICATE. They also know how to drive and produce SALES VOLUME, how to instill SELF-RESPONSIBILITY and SELF-MOTIVATION, and how to develop and adhere to a 90-DAY BLITZ.

(RAMSEY) Don't kid yourself into believing you've found the answer to easy money. It just doesn't happen that way!

Dave

TRACY'S COMMENT: Easy money DOES come to those who have heard the Ultimate Success CDs, learned from them, and correctly applied what they learned!

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Like I wrote above, you and your downline really need to hear the audio training of “Part #1 of the Herlihy Letters”. Click on this link to access the audio training:

www.UltimateSuccessCDs.com/trainingcalls

Also . . . read the newsletter for “Part #1 of the Herlihy Letters”. Click on this link to access the newsletter:

www.UltimateSuccessCDs.com/newsletters

Do both – listen to the audio and read the newsletter – as both contain different training elements.

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